



World Water Safety

## INTERNATIONAL LIFE SAVING FEDERATION

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### ILS POLICY – POL 02

## MARKETING OF ILS PROGRAMMES, PRODUCTS & SERVICES

### PURPOSE

The aims and objectives of the International Life Saving Federation (ILS) include efforts to find the best methods and means of aquatic life saving, resuscitation of the apparently drowned and emergency care, and to encourage the conducting of training schools available to the whole of the aquatic life saving world. The role of the ILS in relation to its Member Federations/Organisations is to support the existing activities of the Members, including fund raising activities, which further the ILS aims and objectives. It is not the intention of the ILS to compete or conflict with the programmes of member Federations/Organisations.

The purpose of this policy is to set out respective roles of the ILS and member organisations in regard to the provision of certain programmes, products, and services.

### POSITION

1. With the exception of the ILS branded souvenirs (clothing, buttons, etc.) and individual ILS memberships, the ILS will not market any programme, product, or service in any country with a member Federation(s)/ Organisation(s) without the agreement of the Full Member(s) of that country. It is strongly recommended that the Full Member(s) consult with any Associate or Corresponding Members of the country in this regard.
2. The ILS may offer incentives to Federations/Organisations to encourage marketing arrangements, but any such incentives must be offered equally to all Member Federations/Organisations.
3. Subject to Paragraph 1 and 2 above the ILS owns the rights to the properties listed below and may market these properties as sponsorships.
  - a. The ILS Lifesaving World Championships and all activities, events and associated intellectual property including but not limited to, naming rights, television/broadcast rights and product licensing.
  - b. The ILS World Conference on Drowning Prevention and all activities, events and associated intellectual property including but not limited to, naming rights, television/broadcast rights and product licensing.

- c. All ILS meetings called by the ILS Headquarters. These are:
  - The ILS Elective, Annual or Extraordinary General Assembly.
  - The ILS Board of Directors, Commission and Committee Meetings.
  - The ILS Chancellery Meeting.
  - Any ILS Meeting or Conferencing activity so authorised by the ILS Board of Directors.
- d. Any ILS activity other than meetings so authorised by the Board of Directors.

Policy approved by the ILS Board of Directors in 2005 and on 03/09/2016.